



**2025-2026 Academic Year**  
**List of Courses Offered in Foreign Language**  
**2025-2026 Akademik Yılı**  
**Yabancı Dilde Açılacak Dersler Listesi**

**Faculty of Economics and Administrative Sciences**  
**İktisadi ve İdari Bilimler Fakültesi**

|   | <b>Department</b><br><b>Bölüm</b> | <b>Course Code</b><br><b>Ders Kodu</b> | <b>ECTS</b><br><b>AKTS</b> | <b>Course Title</b><br><b>Dersin Adı</b> | <b>Semester</b><br><b>Dönem</b> | <b>Course Content</b><br><b>Dersin İçeriği</b>   | <b>Academic Staff</b><br><b>Dersi Veren Öğretim Elemanı</b> | <b>Online</b><br><b>Available</b><br><b>Çevrimiçi</b> |
|---|-----------------------------------|--|----------------------------|--|---------------------------------|--|---|---|
| 1 | Business Administration           | İŞL432                                 | 7                          | Financial Statements Analysis            | Spring                          | This course focuses on the interpretation and critical analysis of financial statements, including balance sheets, income statements, and cash flow statements. Students will learn to assess a company's financial performance and position using key financial ratios and analytical techniques. Real-world case studies (e.g., Apple, Enron, Tesla) will be used to enhance practical understanding. As part of the coursework, students will analyze the financial reports of listed companies, prepare presentations, and evaluate strategic implications based on their findings. Final projects will be presented and peer-reviewed in class. | Prof. Dr. Aslıhan E. Bozcuk                                 | Face-to-face  |
| 2 | Business Administration           | İŞL 215                                | 5                          | Financial Literacy                       | Fall                            | This course introduces students to the fundamentals of personal finance, including budgeting, saving, responsible borrowing, investing basics, and understanding financial risks. Class discussions, case studies and the Term Project, which will be presented at the end of the semester, are integral parts of this course. This entry-level course requires no prior knowledge.  | Prof. Dr. Aslıhan E. Bozcuk                                 | Face-to-face  |
| 3 | Business Administration           | İŞL 217                                | 4                          | Principles of Marketing                  | Spring                          | This course introduces students to the fundamental concepts, strategies, and tools of marketing in both traditional and digital contexts. It covers the basic principles of marketing such as understanding customer needs, segmentation, targeting and positioning (STP), marketing mix (4Ps), consumer behavior, and branding.   | Assoc. Prof. Dr. Umut Kubat Dokumacı                        | Face-to-face  |
| 4 | Business Administration           | İŞL 217                                | 4                          | Principles of Marketing                  | Fall                            | This course introduces students to the fundamental concepts, strategies, and tools of marketing in both traditional and digital contexts. It covers the basic principles of marketing such as understanding customer needs, segmentation, targeting and positioning (STP), marketing mix (4Ps), consumer behavior, and branding.   | Assoc. Prof. Dr. Umut Kubat Dokumacı                        | Face-to-face  |